



Five9 Outbound Sales Contact Center

Empower agents to connect with more prospects and close more deals. With automated outbound capabilities and AI-driven insights, your team can engage the right customers at the right time — whether high-volume or high-touch — driving efficiency and sales success.

Automated dialing modes keep your team focused on the customer by automatically detecting answering and fax machines, identifying busy signals, avoiding do-not-call numbers, and complying with time and location-based dialing rules. With intuitive settings for call-progress detection and dropped calls, you can fine-tune the dialer to achieve your business goals while remaining compliant with applicable regulations for your industry and location.

Inbound capabilities come standard with all dialing modes of the Five9 solution to ensure any returned calls are promptly routed, based on your business rules, to the appropriate agent and that you never miss out on an interested lead.

Choose from dialer strategies

Power Dialer When a small number of sales executives must reach a large number of prospects, the Five9 Power Dialer allows sales leadership to manually control the dialing pace. The power dialer automatically dials a user-configured, fixed ratio of calls per agent, while automatically slowing to keep abandoned call rates within acceptable limits.

Progressive Dialer Use progressive dialing for a more dynamic approach. By automatically adjusting the number of dials per agent, based on customer answer rate and real-time agent availability, the Five9 Progressive Dialer keeps the team busy while maintaining acceptable dropped call rates.

Predictive Dialer The most sophisticated of the strategies, the Five9 Predictive Dialer increases the amount of time your agents spend talking to contacts by anticipating agent availability and dialing proactively. Best used by large teams, this dialing strategy builds on the automation of the Five9 Progressive Dialer by dialing in advance of the agent becoming available. Use this mode when you need to contact a large number of leads quickly and minimize the time agents spend waiting.

Preview Dialing Typically used in contact centers where agents need to familiarize themselves with the context of the customer relationship before dialing, this mode delivers the call to the agent either before or just as the customer is dialed. This allows agents to tailor the conversation, while still keeping them moving through their list systematically.

Optimize your outbound operations with Five9's powerful campaign management solution, featuring a patented, best-in-class predictive dialer.



OUTBOUND CAPABILITIES

Automated Dialer Technologies:
Predictive Dialer, Power Dialer, Progressive Dialer, Preview Dialer, Manual Touch Mode, Agentless Auto Dialer (compliant, approved use cases only)

Campaign and List Management

Screen Pop

CRM Integrations:
Salesforce, Oracle, Zendesk, Microsoft Dynamics, ServiceNow, and others

Web to Campaign

Agent Scripting

AI Agent Assist

Real-Time DNC List Management

FTP and API Data Import

Blended Inbound Call Priority

STIR/SHAKEN Compliance

Disposition Timers and Customizable Redial Rules

Answering and Fax Machine Detection

Automatic Voicemail Laydown

Time Zone Rules Dialing

Vertical Dialing Mode

List Penetration Dialing Mode

Local, Dynamic Caller ID

Quality Monitoring

Call Recording

Standard and Custom Reports

Remote Agents

FIVE9 OUTBOUND SALES CONTACT CENTER

To increase productivity, administrators can control how much time the agent has to preview the contact's details before the system automatically dials the number.

Manual Touch Mode Make outbound sales calls to prospects who haven't opted in using Five9 Manual Touch Mode. This solution neither has, nor will have in the future, the capability for automated outbound dialing. Think of it as preview dialing that requires the agent to initiate the call. Reporting in this standalone solution provides the documentation you need to defend any compliance-related complaints you may face.

Campaign and list management

The Five9 Intelligent CX Platform provides comprehensive, automated lead management tools so teams can focus on productive conversations that qualify leads and close business. Five9 Campaign and List Management features track your sales process and produce greater efficiencies.

These features include the ability to automatically update dialing lists based on call outcomes and increase contact ratios with local presence. With these and a host of other features, agents and sales teams can increase productivity as they qualify, nurture, and convert more sales opportunities.

Vertical and list penetration dialing

For organizations that must urgently get in touch with contacts, Five9 provides a Vertical Dialing feature for all four of our automated dialing strategies. Each contact number (up to three) is dialed in succession to maximize live connections.

Alternately, configure your dialer for list penetration dialing when a call list needs to be processed quickly by dialing the first number for each contact.

Real-time "do not call" list compliance

Five9 helps you comply with DNC list legislation. Upload your company's supplemental DNC list to programmatically exclude these numbers from your outbound calling activity.

Automatically track inbound DNC requests and allow agents to mark callers' requests to be placed on the DNC list in real time — both at the campaign and the domain level. You have the option to override the DNC list if a customer changes their mind.

Reach leads faster with web callback

Our cloud solution provides multiple ways to reach hot sales leads immediately, so you can capture more revenue. The web callback feature receives requests from website visitors and generates an immediate automated callback. Once the call is connected with an available sales associate, Five9 delivers the agent the information about the lead. Use Five9 web services to integrate any website with your contact center to shorten "speed to lead" and accelerate the return of any other callback requests.

Turn agent guidance into sales

The Five9 Outbound Contact Center provides a wide spectrum of enablement tools to prepare your agents for calls. Support your team's needs with solutions ranging from flexible, integrated agent scripting to CRM integrations, from dynamic worksheets to AI-powered Five9

Agent Assist. Providing proper agent guidance will ensure consistent sales call handling, even by less experienced agents, so your organization can make the most out of every call.

Take advantage of CRM integrations

Five9 provides pre-packaged integrations with market-leading CRM providers and an agent desktop toolkit for more bespoke solutions. The efficiencies gained by enabling features like clickto-dial, campaign synchronization, call memorialization, and CRM screen pop ensure your sales team has the tools they need to close business, right at their fingertips.

Summarize calls and automate workflow

Help agents move on to the next call more quickly with automatic call summarizations powered by Five9 Agent Assist. When call notes are taken automatically, concisely prepared for memorialization, and presented to the agent for a one-click approval, after call work time will drop dramatically, allowing more time for live interactions. Combine this with Five9 Workflow Automation, where downstream activities are executed on the agent's behalf, even in third party applications, to help teams operate more efficiently than ever before.

About Five9

Five9 empowers organizations to create hyper-personalized and effortless AI-driven customer experiences that deliver better business outcomes. Powered by Five9 Genius AI and our people, the Five9 Intelligent CX Platform is trusted by 3,000+ customers and 1,400+ partners globally. The New CX Starts Here and it's at the heart of every winning experience.

For more information, visit www.five9.com.

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